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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/075,308	02/15/2002	Leonardo Brito-Valladares	39667-073	8946

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McDERMOTT, WILL & EMERY  
600 13th Street, N.W.  
Washington, DC 20005-3096

EXAMINER
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LASTRA, DANIEL

ART UNIT	PAPER NUMBER
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3622

SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE
3 MONTHS	01/16/2007	PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

**Office Action Summary**

Application No.

10/075,308

Applicant(s)

BRITO-VALLADARES ET AL.

Examiner

DANIEL LASTRA

Art Unit

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 21 June 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-26 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-26 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☒ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date 08/27/2002;07/07/2004.
- ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- ☐ Notice of Informal Patent Application
- ☐ Other: \_\_\_\_\_.

**DETAILED ACTION**

1. Claims 1-26 have been examined. Application 10/075,308 (ONLINE MEDIA PLANNING SYSTEM) has a filing date 02/15/2002 and Claims Priority from Provisional Application 60270624 (02/23/2001).

***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-26 are rejected under 35 U.S.C. 102(e) as being anticipated by Anderson (US 2002/0007308).

Claim 1, Anderson teaches:

A system for generating targeted marketing campaign pricing information for a client system comprising:

a marketing system including a computer processor and associated memory, said marketing system being connectable to the client system via a communications network (see figure 1); and a database including pricing information for the delivery of advertising materials in a plurality of printed media outlets (see figure 2a, item 72), each of said plurality of printed media outlets satisfying at least one of a plurality of predetermined marketing parameters (see figures 4, 7; paragraph 48);

wherein said marketing system receives a targeted pricing information request from the client system over said communications network, said targeted pricing information request including at least one of said plurality of predetermined marketing parameters (see figure 9);

said marketing system further including a targeting module for selecting, from said plurality of printed media outlets, at least one printed media outlet that satisfies said at least one predetermined marketing parameter included in said pricing information request and transmitting the pricing information associated with said at least one printed media outlet to the client system via the communication system (see figure 8; paragraphs 48-49).

Claim 2, Anderson teaches:

The system of claim 1 wherein said plurality of printed media outlets comprise printed publications (see paragraph 42).

Claim 3, Anderson teaches:

The system of claim 2 wherein said predetermined marketing parameters include at least one of a geographical parameter, a demographic parameter and a circulation schedule parameter (see paragraph 48).

Claim 4, Anderson teaches:

The system of claim 3 wherein said printed publications comprise newspapers (see paragraph 48).

Claim 5, Anderson teaches:

The system of claim 3 wherein said advertising materials include advertisements printed in said printed publications (see paragraph 4).

Claim 6, Anderson teaches:

The system of claim 4 wherein said advertising materials include advertisements printed on pages of said newspapers (see paragraph 4).

Claim 7, Anderson teaches:

The system of claim 4 wherein said advertising materials include primed advertisement pages inserted into said newspapers prior to the delivery of said newspapers (see paragraphs 48-49).

Claim 8, Anderson teaches:

The system of claim 6 wherein said pricing information includes a quote of the cost of including said advertisements on printed pages of each of said newspapers (see figure 9).

Claim 9, Anderson teaches:

The system of claim 7 wherein said pricing information includes an estimate of the cost of including said advertisement pages with the delivery of said newspapers (see figure 9). It is inherent that the total cost is the placing of the advertisement in a newspaper plus the price of the newspaper.

Claim 10, Anderson teaches:

The system of claim 2 wherein said database includes a profile associated with each of said printed publications, wherein said profile includes the predetermined marketing parameters satisfied by the associated printed publication (see figure 7).

Claim 11, Anderson teaches:

The system of claim 10 wherein said targeting module, based on said profiles included on said database, determines which of said printed publications satisfies said at least one predetermined marketing parameters included in said targeted pricing information request (see figure 9).

Claim 12, Anderson teaches:

The system of claim 1 wherein said plurality of printed media outlets comprise direct mail distributors (see paragraph 4).

Claim 13, Anderson teaches:

The system of claim 1 wherein said plurality of printed media outlets comprise manual distributors of printed materials (see paragraph 4).

Claim 14, Anderson teaches:

A system for generating targeted marketing campaign pricing information for a client system comprising:

a marketing system including a computer processor and associated memory, said marketing system being connectable to the client system via a communications network (see figure 1); and

a database including pricing information for the delivery of advertisements printed on pages of a plurality of printed publications, each of said plurality of printed publications satisfying at least one of a plurality of predetermined marketing parameters (see figure 9);

wherein said marketing system receives a targeted pricing information request from the client system over said communications network, said targeted pricing information request including at least one of said plurality of predetermined marketing parameters (see figure 7);

said marketing system further including a targeting module for selecting, from said plurality of printed publications, at least one printed publication that satisfies said at least one predetermined marketing parameter included in said pricing information request and transmitting the pricing information associated with said at least one printed media outlet to the client system (see paragraphs 47-48).

Claim 15, Anderson teaches:

The system of claim 14 wherein said plurality of printed publications comprise newspapers (see paragraph 48).

Claim 16, Anderson teaches:

The system of claim 14 wherein said predetermined marketing parameters include at least one of a geographical parameter, a demographic parameter and a circulation schedule parameter (see figure 7; paragraphs 48-49).

Claim 17, Anderson teaches:

The system of claim 15 wherein said predetermined marketing parameters include at least one of a geographical parameter, a demographic parameter and a circulation schedule parameter (see paragraphs 48-49).

Claim 18, Anderson teaches:

The system of claim 17 wherein said pricing information includes a quote of the cost of including said advertisements on printed pages of each of said newspapers (see figure 9).

Claim 19, Anderson teaches:

The system of claim 14 wherein said database system includes a profile associated with each of said printed publications, wherein said profile includes the predetermined marketing parameters satisfied by the associated printed publication (see figure 9).

Claim 20, Anderson teaches:

The system of claim 19 wherein said targeting module, based on said profiles included on said database, determines which of said printed publications satisfies said at least one predetermined marketing parameters included in said targeted pricing information request (see figure 9).

Claim 21, Anderson teaches:

A system for generating targeted marketing campaign pricing information for a client system comprising:

a marketing system including a computer processor and associated memory, said marketing system being connectable to the client system via a communications network (see figure 1); and

a database including pricing information for the delivery of printed advertisement pages inserted into a plurality of printed publications, each of said plurality of printed



publications satisfying at least one of a plurality of predetermined marketing parameters (see paragraphs 48-49);

wherein said marketing system receives a targeted pricing information request from the client system over said communications network, said targeted pricing information request including at least one of said plurality of predetermined marketing parameters (see figure 7; paragraphs 48-49);

said marketing system further including a targeting module for selecting, from said plurality of printed publications, at least one printed publication that satisfies said at least one predetermined marketing parameter included in said pricing information request and transmitting the pricing information associated with said at least one printed media outlet to the client system (see figure 9; paragraphs 48-49).

Claim 22, Anderson teaches:

The system of claim 21 wherein said plurality of printed publications comprise newspapers (see paragraph 48).

Claim 23, Anderson teaches:

The system of claim 22 wherein said pricing information includes an estimate of the cost of including said advertisement pages with the delivery of said newspapers (see figure 9).

Claim 24, Anderson teaches:

The system of claim 21 wherein said database includes a profile associated with each of said printed publications, wherein said profile includes the predetermined marketing parameters satisfied by the associated printed publication (see figure 7).

Claim 25, Anderson teaches:

The system of claim 24 wherein said targeting module, based on said profiles included on said database system, determines which of said printed publications satisfies said at least one predetermined marketing parameters included in said targeted pricing information request (see paragraphs 48-49).

Claim 26, Anderson teaches:

A method of generating targeted pricing information for a marketing campaign comprising:

A. receiving a targeted pricing information request, said targeted pricing information request including at least one of a plurality of predetermined marketing parameters (see paragraphs 48-49; figure 7);

B. accessing a data store including a list of a plurality of printed media outlets and associated pricing information for the delivery of advertising materials in each printed media outlet, each of said plurality of printed media outlets being identified as satisfying certain predetermined marketing parameters (see figure 8);

C. selecting, from said list of said plurality of printed media outlets, at least one printed media outlet that satisfies all of said at least one predetermined marketing parameter included in said pricing information request (see figure 8; paragraphs 48-49);  
and

D. generating a targeted pricing information list including said selected printed media outlets and their associated pricing information (see figure 9).

**Conclusion**

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-6720 and fax 571-273-6720. The examiner can normally be reached on 9:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W. STAMBER can be reached on 571-272-6724. The official Fax number is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DL

Daniel Lastra  
December 27, 2006

Eric W. Stamber